

Table 1094. Media Usage and Consumer Spending: 2004 to 2012

[Estimates for time spent were derived using rating data for television and cable television, survey research for radio, mobile, out-of-home media and yellow pages, and consumer purchase data (units, admissions, access) for books, home video, in-flight entertainment, Internet, newspapers, magazines, box office, recorded music, videogames. Adults 18 and older were the basis for estimates for newspapers, consumer books, consumer magazines, in-flight entertainment, out-of-home media, yellow pages and home video. Persons 12 and older were the basis for the estimates for box office, broadcast TV, cable TV Internet, mobile, radio recorded, music and videogames]

Item	2004	2005	2006	2007	2008, proj.	2009, proj.	2010, proj.	2011, proj.	2012, proj.
HOURS PER PERSON PER YEAR ¹									
Total ²	3,475	3,501	3,499	3,496	3,493	3,493	3,509	3,502	3,515
Television	1,550	1,596	1,612	1,613	1,603	1,606	1,607	1,602	1,597
Broadcast Television	679	655	650	639	639	642	643	644	644
Network - affiliated stations	584	561	577	577	577	582	583	584	585
Independent and public stations ⁴	95	94	73	63	62	60	60	60	59
Cable networks	871	942	962	973	964	964	964	958	952
Basic cable networks	719	778	805	824	817	822	827	832	831
Premium cable networks ⁴	152	164	157	149	147	142	137	126	122
Broadcast and satellite radio	821	807	791	782	777	758	751	735	729
Recorded music	199	197	187	177	173	177	184	192	200
Newspapers	192	187	178	171	164	159	155	152	150
Pure-play internet services ³	166	173	182	189	193	195	197	197	197
Consumer magazines	125	124	125	125	126	124	124	122	123
Consumer books	110	109	110	109	109	108	108	108	107
Videogames	79	73	76	85	101	116	125	131	142
Home video ⁵	67	63	62	61	60	59	59	60	59
Yellow Pages	12	12	12	13	13	13	12	12	12
Box office	13	12	12	12	12	12	12	12	12
Pure-play mobile services ³	7	9	12	15	19	24	29	32	36
Educational books ⁶	8	8	8	8	8	8	8	9	9
CONSUMER SPENDING PER PERSON PER YEAR (dol.)									
Total	770.95	784.24	813.19	851.57	903.30	950.64	997.07	1,038.70	1,077.66
Television	256.39	280.21	307.58	332.78	357.67	383.06	407.59	431.75	454.67
Cable and satellite TV	256.30	279.81	306.60	330.93	354.51	378.15	400.78	422.82	443.61
Broadcast Television	0.09	0.39	0.98	1.86	3.16	4.90	6.81	8.93	11.06
Home video ⁵	125.36	114.77	114.12	109.52	107.24	105.82	105.93	105.78	105.22
Consumer books	94.60	98.01	99.56	103.60	105.52	107.96	110.75	114.03	117.45
Pure-play internet services ³	60.31	57.88	54.06	55.45	59.53	63.88	67.42	70.65	73.48
Recorded music	51.97	50.59	49.48	44.72	43.11	42.37	42.63	43.04	43.33
Newspapers	51.92	50.32	49.23	47.74	45.78	44.61	43.85	44.20	44.41
Consumer magazines	47.33	47.42	44.46	44.35	44.42	43.97	44.31	43.10	43.49
Box office	37.50	35.54	36.38	38.01	38.16	37.66	38.80	39.29	39.66
Videogames	33.61	32.15	33.91	43.91	55.77	67.60	75.36	80.76	90.59
Pure-play mobile services ³	7.54	9.59	12.33	15.66	19.47	23.42	27.22	30.70	33.60
Broadcast and satellite radio	1.19	3.03	5.76	7.59	9.31	10.93	12.25	13.34	14.26

¹ Can include concurrent use of media, such as watching television and reading e-mail simultaneously. Does not include media use at work. ² Includes other media not shown separately. ³ Online and mobile use and spending on traditional media platforms, such as downloaded music, newspaper websites or info alerts, e-books, cable modems, online video of television programs and Internet radio were included in the traditional media segment, not in pure-play Internet services or pure-play mobile content. Pure-play Internet services and pure-play mobile content included telecommunications access, such as DSL and dial up, but not cable modems, pure play content such as MobiTV, GameSpy, eHarmony, and mobile instant messaging and email alerts. ⁴ Telemundo and Univision affiliates included in independent and public stations. Pay-per-view, interactive channels, home shopping, and audio-only feeds included in premium cable and satellite services. ⁵ Playback of prerecorded VHS cassettes and DVDs only. ⁶ Grades 9-12 and college only. Not included in consumer spending.